



Rapport 2

Corporate-Higher Education Forum Newsletter

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MAY 11 TO 13 IN MONTREAL: FORUM'S 1992 ANNUAL MEETING

As your agenda book for 1992 rapidly fills in, please ensure that Monday May 11 to Wednesday May 13 are reserved for the Forum's 1992 Annual Meeting in Montreal.

A preliminary description of the program is provided below. Early in the New Year, you will receive further information as well as a form which you will be asked to return confirming your attendance. A reservation form for return to the Ritz-Carlton Hotel will also be sent to you at that time.

Plan now to be part of this important meeting, recognizing that the Forum's strength and considerable influence lies in the full participation of its members.

Once a year, you are asked to deliberate together on those issues of major significance which you have chosen for Forum attention and action.

Once a year, you are invited to identify subjects for further consideration, so that the Forum can continue to "make a difference" at the leading edge of change in education and business.

Once a year, you are able to meet friends from across the country and across our two sectors, enjoying the stimulus of new and different approaches to problem-solving.

It's time now to plan for that once-a-year meeting: May 11 to 13, Montreal!

The program will open with a reception and dinner on Monday evening at which the Forum Bell and Xerox Awards will be presented. It will conclude after lunch on Wednesday afternoon.

TWO OVERARCHING THEMES AT MONTREAL ANNUAL MEETING

Two themes will underlie the presentations and discussion at the 1992 annual meeting. They were identified through board discussion at meetings convened September 19 (teleconference) and November 29 (Ottawa) from an extensive list developed by Forum staff.

Education and Training for a Changing Society

An interest in promoting more effective learning by all students in Canada's primary and secondary schools has driven the Forum's agenda for the past several years. Members have learned much in the process.

This learning experience is being extended into members' communities through a series of Forum Symposia. Each one is designed to increase understanding of learning issues and commitment to the collaborative action through which local needs can be identified and met. The 1992 Annual Meeting will consider what the symposia have shown us to date.

At this meeting, members will learn how three-way partnerships involving business, universities and schools can respond to particular educational needs. Such initiatives provide models for further Forum action.

In *To Be Our Best*, the Forum urged that common goals for K-12 education across Canada be established by 1995. To reinforce that recommendation, the 1992

Annual Meeting will further describe the goals which members believe must underlie the preparation all children require for a life of change and challenge.

Such a statement of goals is timely. Many provinces now are redefining their education goals. The Council of Ministers of Education, Canada is seeking a coherent vision across the country. A federal Prosperity Task Force co-chaired by David McCamus is calling for a strong education and training foundation on which Canada's economic and social development can be built.

Forum members can add value to this discussion by setting out the goals toward which they believe K-12 students should be working, based upon experience in their two constituencies.

"Learning how to learn" is certain to appear as one goal for basic education. All students today must be prepared to augment and reinforce their skills throughout life. Some employers have responded to the need for new skills in their workforce with considerable imagination and success. A Forum Advisory on Employer-sponsored Education and Training describing such initiatives will be presented for discussion and approval at the 1992 Annual Meeting.

Skill development programs are not the only way in which employers may find it necessary to meet employee needs. If people are, as we proclaim, our most important asset in this knowledge-based society, an understanding of their characteristics should underlie corporate strategies for recruiting, developing and then retaining

those human resources. Keeping a social as well as financial balance sheet has become regular management practice in several countries.

Demographic forecasts suggest that winners in the competition for a shrinking pool of qualified personnel will be those who respond best to human needs in the workplace, where quality of life as well as career development is judged increasingly important. Policies related to flex-time, work-at-home plans, job sharing, regular part-time arrangements, daycare services for the young and aged, family care leave and the advancement of women increasingly characterize progressive employers.

At the 1992 Annual Meeting, a presentation on demographic trends will examine how corporations and universities can direct their efforts to ensure a dedicated and effective workforce.

The University of Tomorrow

Universities are under great stress today, asked to meet many expectations, sometimes conflicting, which may or may not be realistic in terms of their missions and resources.

Postsecondary education has captured public attention recently with the Smith Commission report on undergraduate teaching in Canadian universities, and with *Maclean's* questionable ranking of 40 Canadian universities. The Royal Society has examined and made recommendations on the research performance of Canadian universities. Controversy grows, here as elsewhere, about the university's responsibility to serve the community by directing its research and teaching expertise toward economic and social goals.

If universities and community colleges were to share and coordinate their joint responsibility for higher education better, would both then be able to concentrate their energies and resources more effectively?

It is timely for our corporate and university members to do some "visioning" about the Canadian university of tomorrow, based on an informed assessment of the various roles which universities are asked to play in society today. The 1992 Annual Meeting will initiate this process.

Our host universities in Montreal will profile the modern university by describing

how they are responding to demands placed upon them within the context of their missions and different clientele.

Winners of the Forum Bell and Xerox Awards are in an excellent position to reflect on the relationship between university research and business development. They will be asked to do so following presentation of the 1992 awards.

Sustainable development (SD) is a particular area where university and business R&D interests intersect. SD's seemingly opposed imperatives — to preserve the environment while advancing the economy — challenge the ingenuity of the best minds to solve this global dilemma.

SD is at the same time an appropriate subject for research, teaching and practice in the university and also a necessary concern for business in structuring research and management strategies. An information session on this theme will explore how universities, in association with business, can develop a coherent response to this major challenge of our times.

ON THE AGENDA IN MONTREAL: QUEBEC AND CANADA

In a letter from Gilles Cloutier and John Redfern, members were asked whether they wished to discuss Canada's constitution and the political future of Quebec at the 1992 Annual Meeting. Responses from 47 members were mixed, with three-quarters in favour but those opposed often strongly negative, judging such a theme inappropriate for the Forum.

The board decided to leave room on the agenda for a candid closed-door session at which interested members could exchange views and seek clarification on constitutional issues. The exact format of this session will be determined closer to the meeting date.

There was a highly favourable response to the newsletter of the Network on the Constitution, a copy of which was included with the Cloutier-Redfern letter. You will receive subsequent issues unless you have asked not to be put on their mailing list. Please consider this periodical background reading for the discussion in May.

SPECIAL ATTRACTIONS AT THE '92 MEETING

A very special evening is planned for Tuesday May 12 when the Montreal universities will host a dinner in Old Montreal. It will be followed by a performance of Montreal's world-famous Cirque du Soleil in its circus tent at the harbour. Those who have seen this magical entertainment can anticipate; others have a memorable evening in store, as the clippings included with *Rapport* suggest.

Montreal will mark its 350th birthday in 1992. The celebrations taking place over several months begin Friday May 15. Information on special events planned for that opening weekend will be sent to you early in the new year, should you be interested in remaining in Montreal when the Forum meeting concludes May 13.

There will be new sites ready to explore in this old city even before May 15, however — museums new and expanded, restorations and openings of heritage landmarks, special exhibits and displays throughout the city. Watch for further information in future Forum mailings.

COMPETITION OPEN FOR BELL AND XEROX FORUM AWARDS

Respondents to the Value Survey strongly endorsed the Forum Awards program, designed to promote collaborative R & D through recognizing excellence in both facilitation and performance of such research. With the decision of Bell Canada and Xerox Canada to continue sponsorship for the next three years, the 1992 competition has been announced. March 1 is the deadline for nominations.

A strong recommendation in many Value Survey responses was that the Award program be more widely publicized. Over 1800 pamphlets which include nomination forms have been distributed from the Forum office to targeted groups, and an advertisement has been placed in *University Affairs*.

—Your action requested—

All Forum members are called upon to assist in promoting the Awards:

- o Ensure that appropriate departments in your university/company are informed about the Forum Awards program and encouraged to submit nominations
- o Yourself nominate candidates as appropriate
- o Include an item about the competition in university/corporate publications; Forum staff can assist you on request

FORUM BROCHURE UPDATED

Included in this mailing are two copies of the Forum's information brochure. Those receiving the French language version will see a new format designed to present background on the Forum in an attractive and accessible manner.

—Your action required—

A substantial drop in renewals by corporate members in 1991 leaves room for additions to the roster to maintain the 60/40 corporate/academic member ratio which the board has recommended.

Please use these brochures to approach business leaders who are potential candidates for membership to explain the Forum's goals and activities. You are asked to contact President John Dinsmore concerning procedures for issuing invitations to join the Forum.

FORUM SYMPOSIA PROGRAM DEVELOPING

To stimulate community discussion and collaborative action based on the findings and recommendations in *To Be Our Best*, the Forum is embarked on an ambitious program. It began in Calgary in March 1991 with Murray Fraser (University of Calgary) as host. Its goal is 20 symposia in members' cities across Canada before the May 1993 Annual Meeting.

At that time, a summary report on the symposia will be released as a Forum

publication. By profiling the interaction on education issues in communities across Canada, the Forum can stimulate the networking on which progress toward a learning society depends.

Saskatoon September 24

On September 24, George Ivany (University of Saskatchewan) welcomed leaders from education, business and government to a breakfast discussion in Saskatoon. David McCamus presented the Forum's positions on K-12 education to lively, occasionally confrontational, reaction from four panelists and an audience of over 80. "Be careful not to confuse what teachers want with what students need", the *Star-Phoenix* reported one businessman stating. Don Wells (University of Regina) provided a summation and John Dinsmore closed the meeting.

A 20-question survey prepared by the university was distributed in advance to stimulate participants' thinking. Collected at the symposium, the surveys reveal attitudes on key issues which must be taken into account in planning further local action. A letter from George Ivany to all participants included the survey report and encouraged their continuing efforts to support learning in the schools.

Peterborough October 1

Jon Grant (Quaker Oats) was key speaker at a conference in Peterborough the evening of October 1 organized by the director of the Trent/Queen's Teacher Education Program. He presented *To Be Our Best* for reaction by panelists and an audience of 350, mainly from the university and local schools. The large turnout shows strong local interest in K-12 education issues, and further conferences are being considered to move from interest to action.

Ottawa November 29

Robin Farquhar (Carleton University) hosted a symposium entitled "Education is Everybody's Business" in Ottawa following breakfast on November 29. Attending were directors of both the Forum and the Canadian School Boards Association which had scheduled their board meetings that afternoon. A luncheon for the joint boards provided the opportunity for further discussion on matters of common interest.

Once again, David McCamus presented

To Be Our Best, this time to a symposium audience of over 120 and four panelists representing both national and local interests. The Ottawa-Carleton Learning Foundation and the Edmonton Experience in school-based management were cited as examples of forward-thinking community action to support learning.

Jeffrey Simpson highlighted this symposium in his *Globe and Mail* column that day, and an article in the *Ottawa Citizen* described the need for a common language so that business and education leaders can communicate and collaborate. A questionnaire inviting participants to evaluate this symposium and indicate their intended followup actions brought a highly positive response.

Six More Symposia in the Planning Stage

These Forum members are currently planning to host symposia in their cities in 1992

- o Gilles Cloutier
Université de Montréal
February 11
- o Angus Bruneau
FORTIS Inc.
Arthur May
Memorial University
March 20
- o Arnold Naimark
University of Manitoba
- o Howard Clark
Dalhousie University
- o Bob Astley
Mutual Life
- o Ron Ianni
University of Windsor
May

Keynote speaker at the Montreal Symposium organized jointly with the Université de Montréal will be Guy Saint-Pierre, Chairman and CEO of the SNC Group and a former (1970-72) Québec minister of education. Panelists will be Lise Bissonnette, editor-in-chief of *Le Devoir*; Ghislain Dufour, president of the Conseil du Patronat; Jean-Pierre Proulx, professor in the Faculté des sciences de l'éducation; and Lorraine Pagé, president of the Centrale des enseignants du Québec.

Eleven More Symposia Will Achieve Forum Goal of Twenty

Experience in conducting symposia demonstrates their value. Forum members, using *To Be Our Best*, can show leadership in their communities and demonstrate their commitment to learning.

Symposia draw together community leaders who can act to improve the learning environment for local primary and secondary school students. Recognizing that long-term local action is needed to fortify Canada's schools for the challenges of today and tomorrow, Forum members must act now to build on the Forum's current experience in this area and the growing public interest in improving the quality of education.

—Your action required—

Please contact John Dinsmore or Patricia Roman for assistance in planning a symposium in your city. Information and sample materials from earlier symposia can be provided to assist you.

EMPLOYER-SPONSORED EDUCATION & TRAINING

With so much being written about the critical importance of a competent workforce to a nation's competitiveness, education and training on an ongoing basis have become key to the survival and growth of every company and most institutions. Forum members are probably among the most experienced in supplying education and training to their employees.

To provide a practical perspective on this activity, the Forum is preparing an Advisory based on information obtained from employee development specialists at member companies and universities. An interview format has been prepared and circulated to Forum members. Stephanie Currie, a professional who has worked on previous Forum projects, will assist John Dinsmore in preparing this Advisory. It will be sent out in advance of the Annual Meeting for discussion and approval by the members in May.

ONTARIO RETURNS TO SCHOOL ACHIEVEMENT INDICATORS PROGRAM (SAIP)

On December 9, the Council of Ministers of Education, Canada announced that Ontario had decided to rejoin SAIP, the plan to test students across Canada aged 13 and 16 on reading, writing and mathematics knowledge in 1993. The Forum has been actively supporting these nationwide tests.

An 11-point memorandum of understanding showed that negotiations conducted since September had satisfied Ontario's concerns about the effects which curriculum and demographic differences amongst provinces might have on test results. The newly-elected government of Saskatchewan, however, has deferred its response to the agreement at this time.

JOE WYATT CHALLENGE REPORTS 101 SUCCESS STORIES FROM AMERICAN AND CANADIAN CAMPUSES

Included in this mailing is your copy of *101 Success Stories of Information Technologies in Higher Education*. Joe Wyatt, Chancellor of Vanderbilt University and a member of the American Forum, described this initiative at the 1991 Halifax meeting. His letters to every university president in the United States and Canada brought hundreds of responses. The selection made by committee includes Dalhousie, McMaster and Toronto universities in Canada.

Early in 1992 a book containing an executive summary, analysis and full description of the 101 success stories will be published. See the back cover of the enclosed booklet for ordering information.

EXTERNAL RELATIONS

- o Patricia Roman was invited to meet with the five-member Standing Committee on the Promotion of Research of the Canadian Society for the Study of Education in Ottawa September 27 to identify what the Forum sees as useful and needed university research on education issues. The two-hour meeting has initiated continuing discussion and exchange of information.
- o Patricia Roman represented the Forum at the Canadian Federation for the Humanities dinner in Ottawa on October 24 where the 1990 Corporate Humanist Awards for humanistic text were presented to David Buzzelli (Dow Chemical) and Claude Béland (Confédération Desjardins).
- o David McCamus and Marie-Josée Drouin were named Co-Chairpersons of a private sector Steering Group on Prosperity by ministers Michael Wilson and Bernard Valcourt in the House of Commons October 29. Consulting with national, community and sectoral organizations and reviewing studies, this committee is to produce a plan by the end of summer 1992 for building cooperative action and increasing interest in lifelong learning which will make Canada more competitive.
- o Jim Downey, co-chairman with David McCamus of the Forum's Standing Committee on the Education Project, has been asked as Commissioner to design a vision for education in his home province. The Commission on Excellence in Education in New Brunswick has just released its first Issues Paper entitled *Schools for a New Century* (see the Learning File attached). Issues Paper II due the end of March 1992 will examine post-secondary education, training, literacy and lifelong learning.
- o John Dinsmore attended a one-day conference on skills development and classroom learning assessment techniques organized by the Association for College Educators, November 6 in Montreal.
- o Patricia Roman participated in a meeting convened by External Affairs and International Trade in Ottawa December 5 to prepare for a roundtable next spring with members of the European Community Task Force on Human Resources, Education, Training and Youth.